



Food, tourists and place

Two research papers in the making

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Food, tourists & place

Two research papers in the making

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Outline

1. Previous studies & conceptualizations
 - established knowledge & challenges to it
 - own studies
2. Paper 1: Tourists' food relations
 - purpose & research design
3. Paper 2: Telling the story of food and place
 - purpose & conceptualization

Established knowledge on tourists and food

**Food – important for destination choice
per se**

- (Hall et al, 2003; Hjalager, 2002; Kivela & Crofts, 2006)

Static categorisation of food relations

- Needs for strangeness vs familiarity (Cohen)
- Neophylic vs. neophobic tendencies (Cohen & Avieli)

Challenged by...

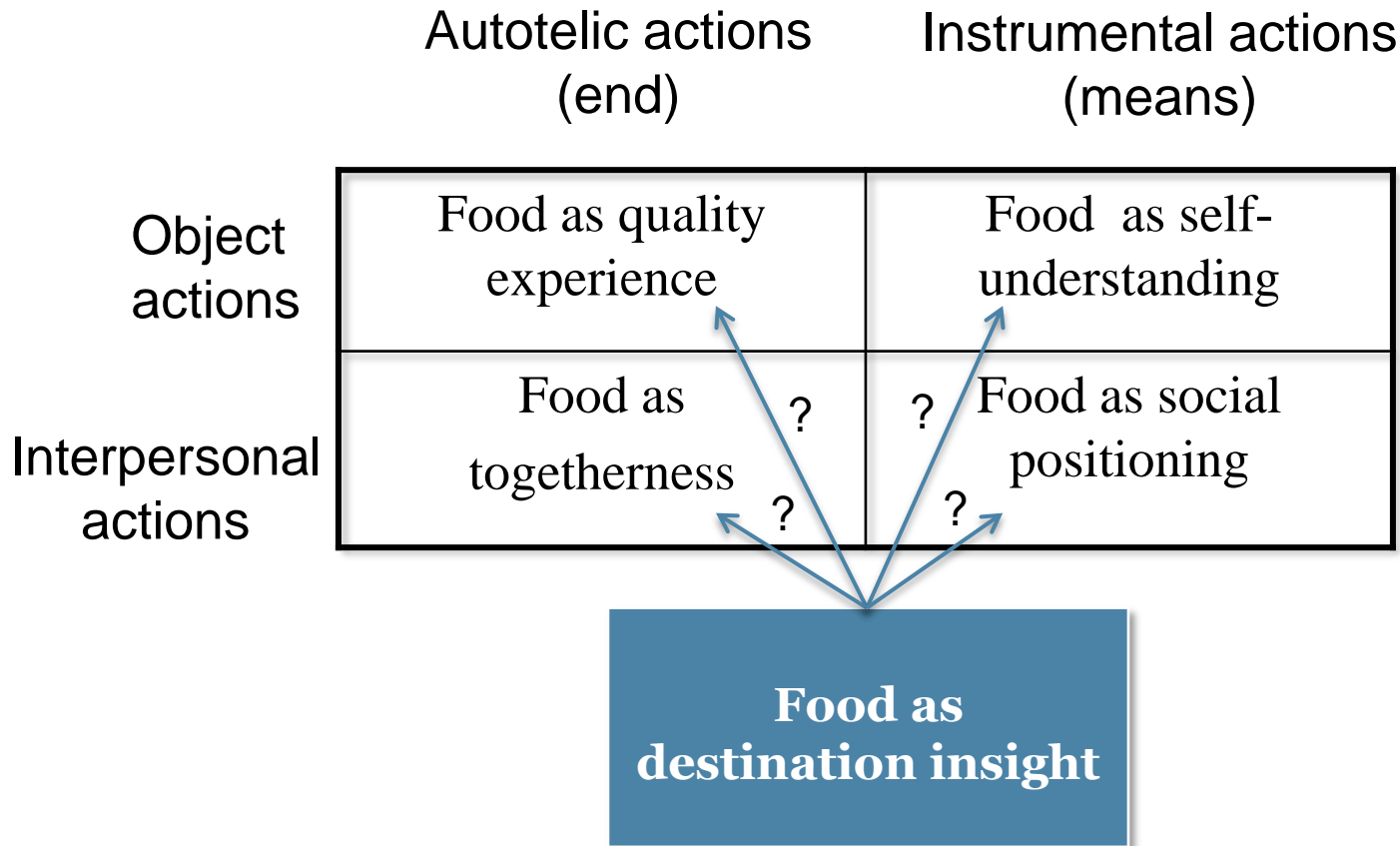
Consumer hybridity

- food relations vary across /within holiday(s)
- supporting food experiences turn into peak food experience and vice versa

Consumption-based identity construction

”Consuming is never just an experience, a disinterested **end** in itself [...consumer actions] are also **means** that we use to draw ourselves closer to valued **objects** and resources that we use to engage **others** – to impress, to befriend, or simply to play” (Holt, 1995, p.15).

Own previous studies of tourists' food relations



(Based on Holt, 1995 p.3)

Implications for destination branding

- Marketing perspective:
 - type of promotion and products to offer
- Stakeholder perspective:
 - types of stakeholder to include in destination branding focused on food

Paper 1: Tourists' food relations and implications for destination branding

1. What type of destination insight do tourists gain through food?
 - present vs. past; culture vs. nature; production vs. local consumption; other...
2. What relations exist between food as destination insight and other types of experiences holiday food provides?
 - quality experience; togetherness; self-understanding; social positioning
3. What implications does this have for destination branding effort
 - marketing perspectives
 - stakeholder perspectives

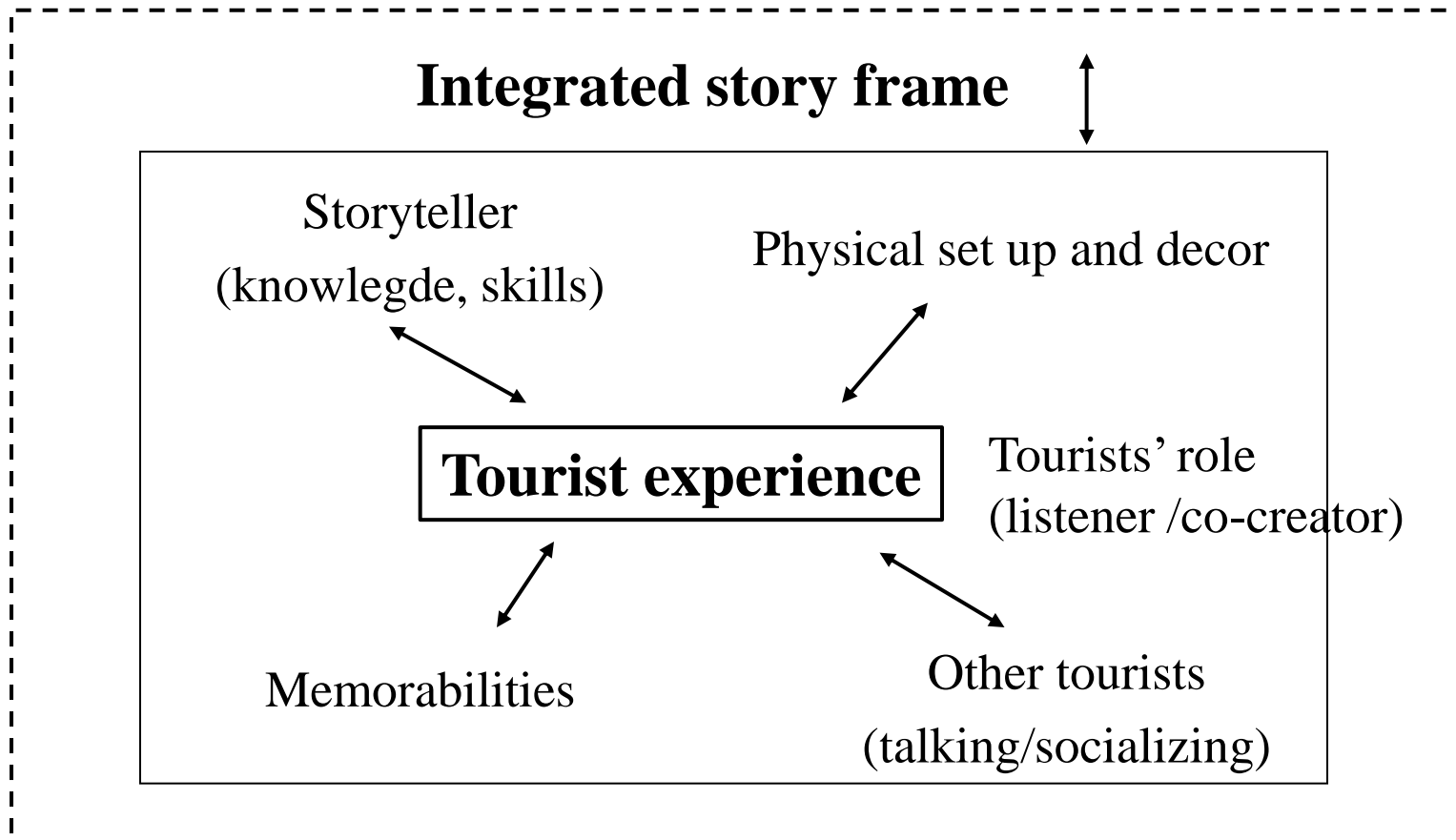
Preliminary research design

- Qualitative research design
 - personal interviews w. travel unit
 - holiday diary w. focus on food experiences
- Respondent profile
 - mature tourists (50+) w. international travel experience
 - different nationalities: Danish, German, Norwegian or: Danish, British, American/Chinese
 - 10-15 of each nationality

Paper 2: Telling the story of food and place

Based on insight into ways in which tourists consume food and place, how may places be branded using storytelling as a marketing tool?

Storytelling & food/place experience



(Inspired by Mossberg, 2005)

From detached stories to integrated food/place story frame

